



# BUNNY LAKE IS MISSING

Otto Preminger's "Bunny Lake Is Missing," a Columbia Pictures release, is the first Otto Preminger production to be made in England since "Saint Joan" in 1957. But "Saint Joan" was made principally inside a studio, while every scene for "Bunny Lake Is Missing" was photographed in actual locations around London.

The new picture not only stands out as one of the most tightly organized international projects of recent years but also presents one of the most unusual and arresting casts of the season: two young American stars, Carol Lynley and Keir Dullea, are leading parts with Laurence Olivier and Noel Coward. Among the other prominent players with stellar billing are such popular British artists as Patricia Hunt, Anna Massey, Clive Revill, Shirley Currie and Lucie Mannheim, the German actress.

Motion picture rights to Evelyn Piper's suspense novel, dealing with the mysterious disappearance of a nursery school of a four-year-old child, were acquired by Preminger seven years ago; several screenwriters worked on the adaptation of the book, but without satisfying Preminger, and the project was deferred. Then, finally, the English husband-and-wife team, John and Penelope Mortimer, bought off a screenplay which evoked Preminger's enthusiasm to the point where he set the wheels in motion at once for a production in England.

The setting of the original novel had been New York, but Preminger had become increasingly in favor of a transfer of the tale to England, where, he felt, the highly unusual aspects of the story would make an extra dramatic impact. So, with customary intensity of planning, the producer set about arranging a schedule for shooting, and soon afterwards got both Laurence Olivier's and Noel Coward's acceptance of offers for leading roles.

It was decided at the outset that no studio could be used for "Bunny Lake Is Missing" until the time came to edit and prepare the film at the Muppet Studios in Epsom, Surrey. All scenes for

producer, and Eva Monley, production manager, jointly with Don Ashton, art director. Schute was associate producer for Preminger's "The Cardinal," while Miss Monley was production manager both for that film and for "In Harm's Way" and, previously, location manager for "Exodus." Ashton's earlier achievements included his work on "The Bridge on the River Kwai" and "Billy Budd."

After all potential backgrounds had been thoroughly scouted, with recommendations passed along, Preminger reached final decisions and announced that "Bunny Lake" would officially go before the Panavision cameras in Britain on April 20, 1965. Ten days before, however, a preliminary scene was shot involving the Zombies, one of England's most popular singing groups, just back from a highly successful tour of the United States, where their disc charts had vaulted up to a place in the area of the Beatles with two new records, "Tell Her No" and "She's Coming Home."

Denys Coop, director of photography for "Bunny Lake Is Missing," had twice been nominated for an Oscar—once for "Billy Liar" and again for his 1965 picture, "King and Country." Max Slater, whose association with Preminger dates back to their early mutual experiences in Vienna at the Reinhardt School, came with the producer-director as an executive assistant and dialogue coach, while Bill Barnes, Preminger's story and talent executive in New York, was chief liaison aide in the casting area. Paul Glass, 30-year-old American composer, whose work includes two symphonies, came to London simultaneously with the start of filming, in accordance with Preminger's theory that the most creatively stimulating way to score a film is for the composer to be on the set watching all stages of production instead of coming into the scene after all photography has been completed and a rough cut is then shown him in a screening room.

Since the action of "Bunny Lake Is Missing"



## AN OTTO PREMINGER FILM

PB# 20/20

the production the schedule called for twelve consecutive nights of shooting, barring a single intervening Sunday. This made rigorous demands on all members of the eighty-two-man technical unit, since "assembly call" was normally for 7 P.M., and sometimes the shooting stretched out till six in the morning. Although a number of the night scenes were made in interior settings, it was felt by Preminger (who has a reputation in the industry as a perfectionist) that insistence on after-dark shots would add an extra shade of realism even to interior scenes, where such nuances would be involved as perspectives of house or office windows, reflection of outdoor street lights, or other atmospheric touches.

British capital. This compactness and efficiency of operation was aided by the establishment of company headquarters at the Carlton Tower, one of London's newest and largest hotels, located in the Knightsbridge area, just off Hyde Park. Here the entire twelfth floor was taken over by the film company and bedroom suites converted for three months into offices for the

A fleet of fourteen cars then maintained constant liaison from the hotel to the various metropolitan locations.

The initial location picked for "Bunny Lake Is Missing" was a nursery school, The House on the Hill, located in a quiet side street in one of the most typically tranquil and old-fashioned sections of metropolitan London—that part of Ham-

lights, the long cordons of cables, the array of vans—with constant good nature, and maintained classes without a let-up in one part of the building while scenes were being photographed in some other part. Her greatest problem, she said, was to restrain the already screenstruck tots who wanted to get into the

A COLUMBIA RELEASE

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## CAST IN ORDER OF APPEARANCE

|                                |                       |
|--------------------------------|-----------------------|
| STEVEN .....                   | KEIR DULLEA           |
| ANN .....                      | CAROL LYNLEY          |
| COOK .....                     | LUCIE MANNHEIM        |
| WILSON .....                   | NOEL COWARD           |
| 1ST MOTHER .....               | DELPHI LAWRENCE       |
| 2ND MOTHER .....               | SUZANNE NEVE          |
| DOROTHY .....                  | ADRIENNE CORRI        |
| NURSE .....                    | KIKA MARKHAM          |
| TEACHER .....                  | JILL MELFORD          |
| ELVIRA .....                   | ANNA MASSEY           |
| ADA FORD .....                 | MARTITA HUNT          |
| NEWHOUSE .....                 | LAURENCE OLIVIER      |
| ANDREWS .....                  | CLIVE REVILL          |
| DAPHNE .....                   | DAMARIS HAYMAN        |
| POLICEMAN .....                | PATRICK JORDAN        |
| POLICEWOMAN .....              | JANE EVERS            |
| FINGER PRINT MAN .....         | JOHN SHARP            |
| POLICE PHOTOGRAPHER .....      | GEOFFREY FREDERICK    |
| POLICEMAN AT STATION .....     | PERCY HERBERT         |
| ROGERS .....                   | MICHAEL WYNNE         |
| BARMAN .....                   | BILL MAXAM            |
| NEWSCASTER .....               | TIM BRINTON           |
| THE ZOMBIES .....              | THEMSELVES            |
| TAXI DRIVER .....              | VICTOR MADDERN        |
| MAN IN SOHO .....              | FRED EMNEY            |
| DOLL MAKER .....               | FINLAY CURRIE         |
| CLERK IN SHIPPING OFFICE ..... | RICHARD WATTIS        |
| DOCTOR .....                   | DAVID OXLEY           |
| HOSPITAL ATTENDANT .....       | JOHN FORBES-ROBERTSON |
| SISTER .....                   | MEGS JENKINS          |

When Ann Lake comes to a nursery school in the Hampstead area of London to collect her four-year-old daughter, Bunny, she is unable to find her. She is told by everyone at the school, from the deputy head mistress down, there is no record of the child having been brought to the school that morning for registration by her mother, as Ann claims. Nor can Ann's brother, Steven, an American journalist whom his sister is visiting, cast any light on the mystery.

Called in to investigate the enigma, Inspector Newhouse of Scotland Yard also is unable to produce evidence Bunny was ever enrolled at the school. He hints that the whole story could be a figment of the young unmarried mother's imagination, even that Steven could be shielding his sister from any revelation the child is illusory. But Ann desperately insists Bunny is real and must be found before some grave harm comes to her.

At the mews flat Ann and Steven have rented from Wilson, an eccentric and

## THE STORY

NOT FOR PUBLICATION

dissolute pseudo-intellectual, Ann becomes distraught as he bombards her with questions. Distractedly she searches for some clue which might give the authorities proof of Bunny's reality. Bunny's toys and possessions—even her passport—are all missing, but Ann realizes a doll she had sent for repair to a "doll's hospital" may help to provide a missing link, and she rushes there to claim it.

A series of mounting tense and exciting episodes leads to the final unravelling of the mystery and to one of the most startling climaxes to be found in any motion picture of recent years.

Running Time: 107 Minutes



*Starring*  
**LAURENCE OLIVIER · CAROL LYNLEY · KEIR DULLEA  
MARTITA HUNT · THE ZOMBIES & NOEL COWARD**

*as Wilson*

SCREENPLAY BY JOHN AND PENELOPE MORTIMER · FROM THE NOVEL BY  
EVELYN PIPER · MUSIC BY PAUL GLASS · PHOTOGRAPHED IN PANAVISION®  
A COLUMBIA RELEASE · PRODUCED AND DIRECTED BY OTTO PREMINGER

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UNDER 12.



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Starring  
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SCREENPLAY BY JOHN AND PENELOPE MORTIMER • FROM THE NOVEL BY EVELYN PIPER • MUSIC BY PAUL GLASS  
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AN OTTO PREMINGER FILM

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## OFFICIAL BILLING

**BUNNY LAKE IS MISSING** 100%

AN OTTO PREMINGER FILM 25%

starring (flush left or right beneath the title)

Laurence Olivier Carol Lynley Keir Dullea 25%

Martita Hunt The Zombies and Noel Coward *as Wilson* 25%

Screenplay by JOHN and PENELOPE MORTIMER 15%

From the novel by EVELYN PIPER Music by PAUL GLASS 15%

A COLUMBIA RELEASE in PANAVISION® 15%

Produced and Directed by OTTO PREMINGER 15%



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# BUNNY LAKE IS MISSING

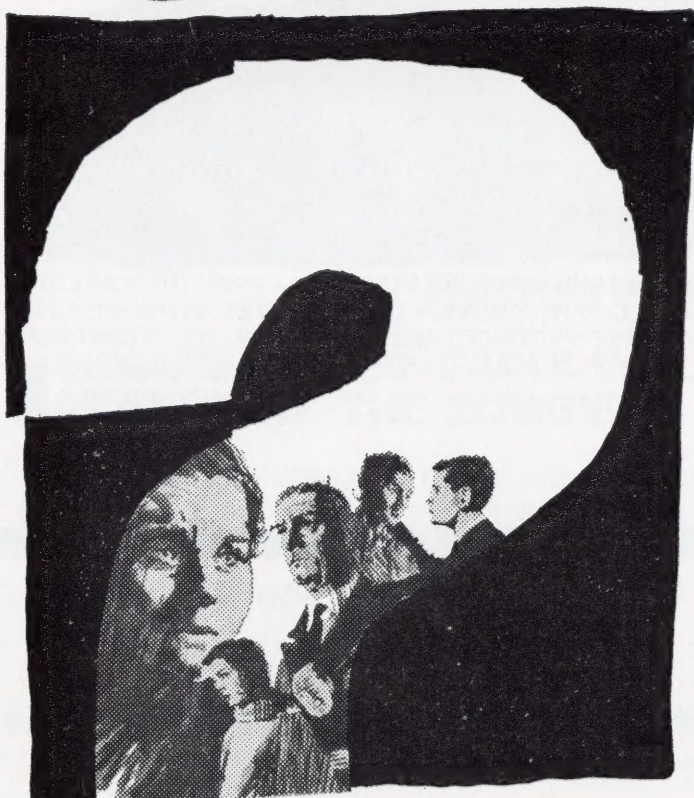
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Starring **LAURENCE OLIVIER • CAROL LYNLEY  
KEIR DULLEA & NOEL COWARD** *as Wilson*  
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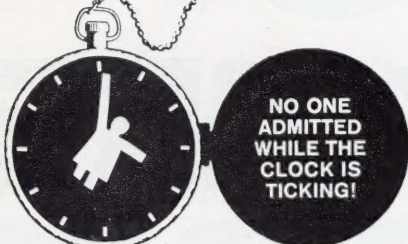
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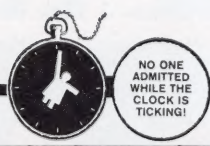


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**MARTITA HUNT • THE ZOMBIES & NOEL COWARD**  
*as Wilson*

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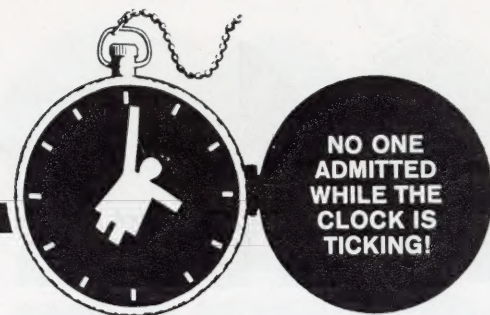
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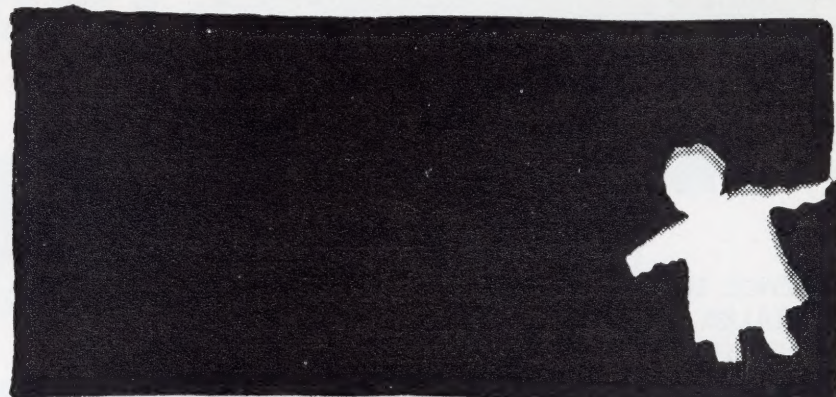
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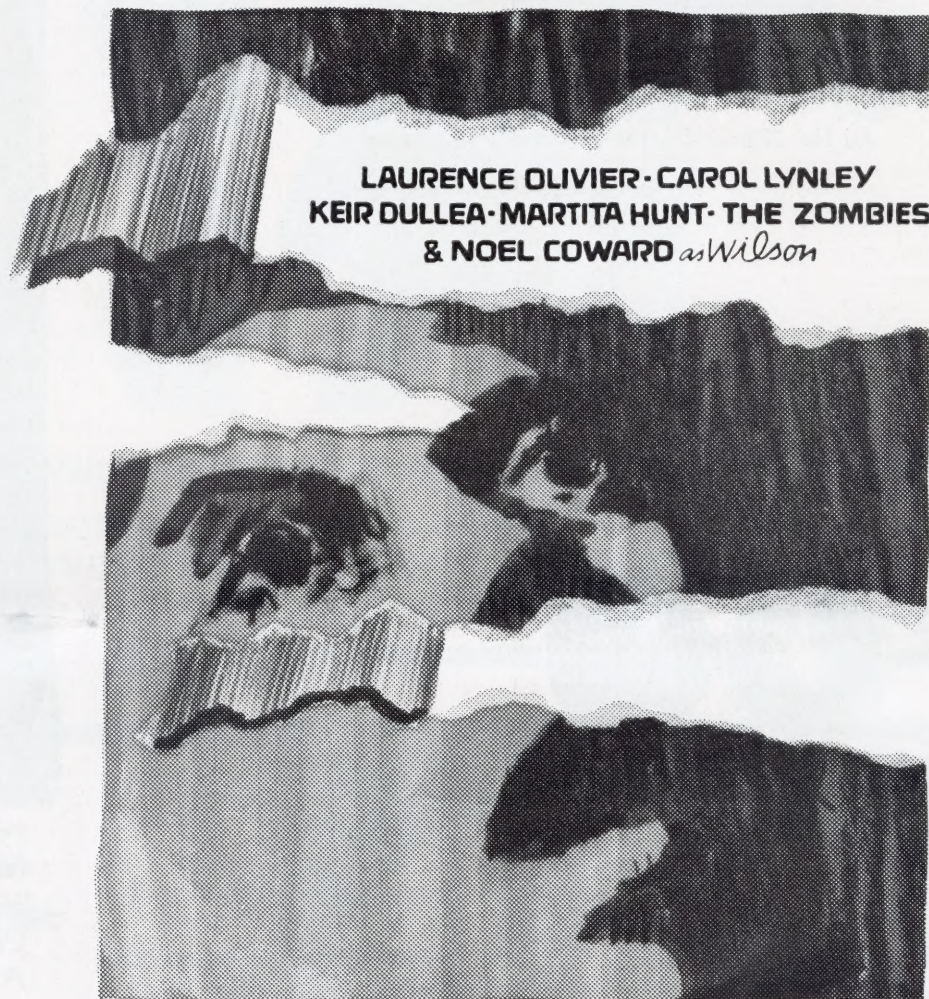
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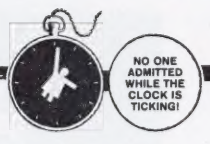


**LAURENCE OLIVIER • CAROL LYNLEY**  
**KEIR DULLEA • MARTITA HUNT • THE ZOMBIES**  
**& NOEL COWARD** *as Wilson*

SCREENPLAY BY JOHN AND PENELOPE MORTIMER • FROM THE NOVEL BY EVELYN PIPER • MUSIC BY PAUL GLASS • PHOTOGRAPHED IN PANAVISION®  
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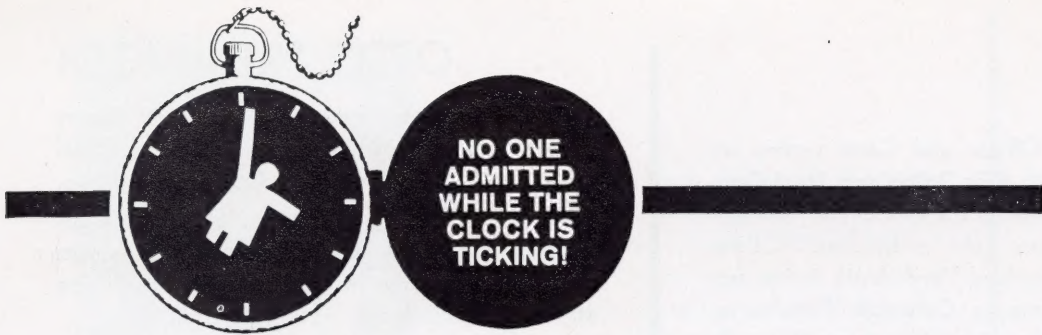



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# BUNNY LAKE IS MISSING

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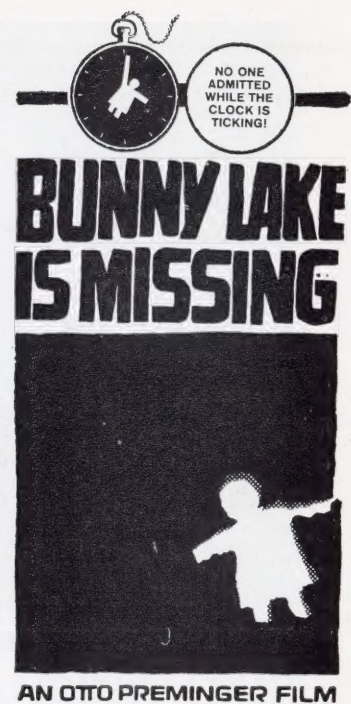
*Starring*  
**LAURENCE OLIVIER · CAROL LYNLEY · KEIR DULLEA**  
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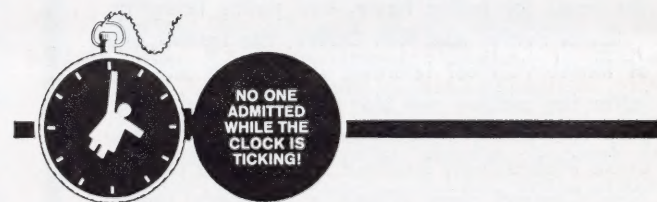
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Laurence Olivier and Carol Lynley are starred with Keir Dullea and Noel Coward as Wilson in the new Otto Preminger film, "Bunny Lake is Missing." Olivier plays a Scotland Yard sleuth in the suspense drama, a Columbia Pictures release in Panavision based on the novel by Evelyn Piper. John and Penelope Mortimer penned the screenplay and Preminger produced and directed.

Mat 2B; Still No. 11

## OTTO PREMINGER

Otto Preminger, producer-director of "Bunny Lake is Missing," starring Laurence Olivier, Carol Lynley, Keir Dullea and Noel Coward as Wilson, at the ..... Theatre, a Columbia release in Panavision, insisted on making the film entirely on location in London, without utilizing any studio facilities.

The rights to Evelyn Piper's suspense novel were acquired by Preminger seven years ago, but it was not until he had obtained the final screenplay he wanted, by John and Penelope Mortimer, had mustered a cast he considered equally exciting, and had found precisely the London locations he wanted, that he put into motion the wheels of production on "Bunny Lake is Missing."

Preminger was born in Vienna. His father, a prominent lawyer who later became the Attorney General of the Austrian Empire, hoped that his son would follow in the family tradition. The younger Preminger complied to the extent of following a prescribed course of studies which led him to obtain his doctorate of law degree at twenty. But during the same period he had also been carrying on a parallel apprenticeship inside the romantic framework of the Viennese theatre of the day.

Before he was 21, Preminger had concentrated all his activities in the theatrical field, and was producing as well as directing. At 23 Preminger was engaged by the noted Max Reinhardt as producer-director for Vienna's famed Theater in der Josefstadt, and when Reinhardt resigned, three years later, Preminger took over the general management.

In 1935, Preminger came to New York to direct "Libel" for Gilbert Miller, one of Broadway's leading producers. He directed two films in Hollywood and then returned to New York to do a revival of "Outward Bound," a critical success presented as a "command performance" for President Franklin D. Roosevelt at the White House.

In 1941, Preminger concentrated on the motion picture field, with "Laura" as his biggest early success. Among the first to realize that mass production of films might be outmoded, he set up his own independent company with New York his operating base and a policy of making one film at a time with great and careful planning. The success of his first independent productions testify to his judgment and foresight: "The Moon is Blue," "Carmen Jones," "The Man With the Golden Arm," and "Anatomy of a Murder."

Otto Preminger productions are produced in a distinctively international manner; many of them have been filmed in the actual settings of the story. "Anatomy of a Murder" for example, was made completely in Michigan. "Exodus" was produced in Israel. "Advise and Consent" was photographed against a background of contemporary Washington. "The Cardinal" was filmed in many different locales—in New England, in Vienna, Rome and in the back country of Georgia. Hawaii provided the setting for "In Harm's Way" and "Bunny Lake is Missing" brought Preminger and his producing unit to Britain.

The music for "Bunny Lake is Missing" is by Paul Glass and the production was designed by Don Ashton. Denys Coop photographed the drama, which also stars Martita Hunt, Anna Massey, Clive Revill, Lucie Mannheim, Finlay Currie and The Zombies.

## REVIEW

A motion picture that is tense, absorbing and suspenseful in the extreme, Otto Preminger's "Bunny Lake is Missing" is a distinguished addition to the distinguished records of the producer-director as well as of his principal players: Laurence Olivier, Carol Lynley, Keir Dullea and Noel Coward who plays Wilson.

A Columbia release in Panavision, "Bunny Lake is Missing" opened yesterday at the ..... Theatre. It is the story of a Scotland Yard investigation, covering a period of less than 24 hours and ranging across London with a breathlessness and a camera-eye for colorful backgrounds that makes the city itself a valuable factor in the over-all entertainment.

The investigating is done by a business-suited, rain-coated Laurence Olivier, as the sleuth from Scotland Yard, a role that is a far cry indeed—and a delightfully refreshing change!—from his appearances as "Hamlet," "Henry V," "Richard the Third" and the others of his remarkable Shakespearean and cinematic career. Here he is a handsome, middle-aged, sex-appealing modern with a sense of humor and a deep awareness of the need for police haste, and police integrity.

Carol Lynley and Keir Dullea, the former one of filmdom's most talented young stars and the latter the sudden new star of "David and Lisa," play two young Americans in London who become frighteningly involved in the police pursuit. Noel Coward plays Wilson, a garrulous, seedy, eccentric London landlord with a keen interest in his young American tenants and in Olivier's quest for information.

In addition to the brilliant quartet of players, "Bunny Lake is Missing" has a whole collection of valuable co-stars. This includes Martita Hunt, Anna Massey, Clive Revill, Lucie Mannheim, Finlay Currie and The Zombies, among others.

"Bunny Lake is Missing" was produced and directed by Otto Preminger from a screenplay by John and Penelope Mortimer, based on the suspense novel by Evelyn Piper. The production was designed by Don Ashton and photographed in Panavision by Denys Coop.

## STAGE-FAMOUS

Noel Coward, one of the entertainment world's legendary personalities, stars with Laurence Olivier, Carol Lynley and Keir Dullea in Otto Preminger's suspense drama film, "Bunny Lake is Missing," the Columbia Pictures release in Panavision at the ..... Theatre.

Famous for his creative activities as a playwright, director, composer and stage actor, Coward marks his return to films with "Bunny Lake is Missing." Last seen on the screen in "Our Man in Havana," his stage triumphs include authorship of such famous works as "Bitter Sweet," "Private Lives," "Words and Music," "Blithe Spirit," "Present Laughter," "This Happy Breed," and "Nude with a Violin."

"Bunny Lake is Missing" was produced and directed by Otto Preminger from a screenplay by John and Penelope Mortimer, based on the suspense novel by Evelyn Piper. The music is by Paul Glass and the production was designed by Don Ashton. Denys Coop photographed the drama, which also stars Martita Hunt, Anna Massey, Clive Revill, Lucie Mannheim, Finlay Currie and The Zombies.

## GENERAL ADVANCE

Otto Preminger's "Bunny Lake is Missing," new suspense thriller which opens ..... at the ..... Theatre, has been hailed by advance critics as much for the excitement it generates as for the international star cast which brings it to the screen.

Starred in the Columbia Pictures release, in Panavision, are Laurence Olivier, Carol Lynley, Keir Dullea and Noel Coward as Wilson.

Olivier, in his first screen appearance in years, plays a role that is both new and off-beat to his record as a performer; he plays a Scotland Yard inspector who conducts an investigation which involves the other principals.

Miss Lynley plays a young American girl in London and Keir Dullea is seen as an American journalist. Wilson, the Noel Coward role, is a decidedly eccentric landlord who carries to a frightening extreme his interest in the Americans.

"Bunny Lake is Missing," which Preminger produced and directed in its entirety in London locations, eschewing movie studios there and in Hollywood except for the necessary laboratory and editing which followed photography, reportedly brings to the screen a vivid picture of London, places and scenes that are enthralling in themselves.

Evelyn Piper penned the original suspense novel, and the screenplay for "Bunny Lake is Missing" was written by John and Penelope Mortimer. The production was designed by Don Ashton, and music composed by Paul Glass. Denys Coop photographed the film, which also stars Martita Hunt, Anna Massey, Clive Revill, Lucie Mannheim, Finlay Currie and The Zombies.

## ADVANCE NOTICE

"Bunny Lake is Missing," suspense drama produced and directed by Otto Preminger for Columbia Pictures release, opens on ..... at the ..... Theatre with an international star cast headed by Laurence Olivier and including Carol Lynley, Keir Dullea, Martita Hunt, Anna Massey, Clive Revill, Lucie Mannheim, Finlay Currie, The Zombies and Noel Coward as Wilson. Based on the novel by Evelyn Piper, John and Penelope Mortimer wrote the "Bunny Lake is Missing" screenplay. Music for the Otto Preminger film is by Paul Glass. Don Ashton designed the production and Denys Coop photographed the film in Panavision.

As two young Americans who become involved in a Scotland Yard investigation in London, Carol Lynley and Keir Dullea are starred with Laurence Olivier and Noel Coward as Wilson in the new Otto Preminger suspense drama, "Bunny Lake is Missing." Preminger produced and directed the Columbia release, in Panavision, based on the novel by Evelyn Piper.

Mat 2C; Still No. 20

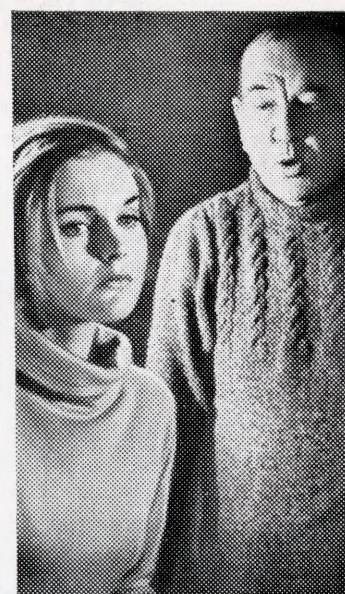




As a Scotland Yard inspector, Laurence Olivier interviews Carol Lynley in the Otto Preminger suspense drama, "Bunny Lake is Missing," new Columbia Pictures release in Panavision. Also starred are Keir Dullea and Noel Coward as Wilson. The film is based on the novel by Evelyn Piper, and the screenplay was written by John and Penelope Mortimer. Otto Preminger produced and directed.

Mat 1A; Still No. 19

Noel Coward as Wilson is a garrulous, eccentric London landlord in Otto Preminger's new suspense drama, "Bunny Lake is Missing," with Carol Lynley as one of his tenants. Laurence Olivier and Keir Dullea also star in the Columbia Pictures release, in Panavision, with Martita Hunt, Anna Massey, Clive Revill, Lucie Mannheim, Finley Currie and The Zombies. Otto Preminger produced and directed.



Mat 1D; Still No. 44

## LAURENCE OLIVIER

Today it is considered a feat indeed to lure Laurence Olivier away from the theatre to play a film role: a feat which producer-director Otto Preminger achieved when he signed Olivier to play a Scotland Yard inspector in a London-based thriller, "Bunny Lake is Missing," the Columbia release at the Theatre in Panavision. "Bunny Lake is Missing" also stars Carol Lynley, Keir Dullea and Noel Coward as Wilson.

A decade ago, Olivier was one of the world's most successful film makers, winner of Academy Awards in his capacities as producer, director and star of "Henry V". He went on to scoop up Oscars and other international awards for his "Hamlet" and "Richard III."

During one of his rare interviews, while on location for "Bunny Lake is Missing," Olivier discussed the path that had taken him to the top in film-making and then led him back to his first love—the theatre.

"It's not really true that I've gone back to the theatre," he said. "It has always been my real home. But let me explain; I was holidaying in France when I got a cable from William Wyler asking me to go to Hollywood to play Heathcliff in 'Wuthering Heights.' It was working with Wyler that first convinced me the cinema could be an art medium. At that time, my mind was running on Shakespeare and, much as I admired Wyler's skill and wisdom as a film craftsman, I still told him it would be impossible for anyone to do justice to Shakespeare on the screen.

"'You can do anything in this medium,' he said. 'You've just got to be clever enough to find out how, that's all.'"

"About five years later, when the opportunity came to direct and produce and act in 'Henry V,' I thought of all Wyler and I had discussed and became fired with the challenge.

"I had a wonderful time making films and I shall always think the experience invaluable to me, but I think it is all right to hope I have been of more use to my profession by sticking to the theatre.

"As far as the future is concerned, I hope I'll always have the opportunity to accept the refreshing challenge that comes from tackling a screen role such as Inspector Newhouse in 'Bunny Lake is Missing.' This was only made possible after Otto Preminger altered his shooting schedule to concur with my full-time activities with the National British Theatre."

"Bunny Lake is Missing" was produced and directed by Otto Preminger from a screenplay by John and Penelope Mortimer, based on the suspense novel by Evelyn Piper. The music is by Paul Glass and the production also stars Martita Hunt, Anna Massey, Clive Revill, Lucie Mannheim, Finley Currie and The Zombies.

## PLAYS A SLEUTH

Laurence Olivier stars with Carol Lynley, Keir Dullea and Noel Coward as Wilson in Otto Preminger's "Bunny Lake is Missing," at the Theatre in Panavision. Olivier returns to the screen after a long absence, having devoted himself exclusively to the National British Theatre during the last years. His role in the Preminger film, is a new one for the star, who numbers among his outstanding pictures "Spartacus," "Hamlet," "Richard the Third," "Henry the Fifth" and "Wuthering Heights."



Mat 1C; Still No. 111

Carol Lynley and Keir Dullea play two young Americans in London who become involved in a Scotland Yard investigation conducted by Laurence Olivier in Otto Preminger's "Bunny Lake is Missing," which also stars Noel Coward as Wilson. The Columbia Pictures release is a suspense drama based on the novel by Evelyn Piper.

## CAROL LYNLEY

Carol Lynley, just 23, has the chief feminine starring role in Otto Preminger's "Bunny Lake is Missing," the Columbia Pictures release at the Theatre in Panavision. Her co-stars include Laurence Olivier, Keir Dullea and Noel Coward as Wilson, a redoubtable trio indeed!

The actress began modeling and motion picture work when she was ten. She was a star on Broadway five years later, in the Graham Greene play, "The Pottery Shed." Two years later, Carol became the most-discussed young actress in New York, in the controversial "Blue Denim," for which she won the Theatre World award. In between, Broadway's "Cinderella Girl" appeared in slightly over one hundred live television shows, and on the covers of most existing magazines, as New York's top junior fashion model.

The young actress's first motion picture role was in "The Light in the Forest," for Walt Disney. Her other films included "The Last Sunset," in which she co-starred with Kirk Douglas and Rock Hudson, "Blue Denim," "Holiday for Lovers," "Hound Dog Man," "Return to Peyton Place," "A Woman in July," "The Cardinal," for Otto Preminger, "Under the Yum Yum Tree," and "The Pleasure Seekers."

Carol Lynley likes working on the stage and on television when she's in New York, and in films and television when she's in California, or on location. They're interchangeable, as far as she's concerned. She feels that the most important catalyst in her selection of opportunities is the director first, and then the story.

Her role as an American girl in London caught up in a Scotland Yard investigation is one almost any young star would have given anything to play, since in addition to its being another opportunity to be directed by Otto Preminger, the film provided Miss Lynley with a chance to play opposite such world-famous performers as Olivier and Coward.

"Bunny Lake is Missing" was produced and directed by Otto Preminger from a screenplay by John and Penelope Mortimer, based on the suspense novel by Evelyn Piper. The music is by Paul Glass and the production was designed by Don Ashton. Denys Coop photographed the drama, which also stars Martita Hunt, Anna Massey, Clive Revill, Lucie Mannheim, Finley Currie and The Zombies.

## OUTSTANDING CAST

The supporting cast of Otto Preminger's "Bunny Lake is Missing," the Columbia Pictures release in Panavision at the Theatre, provides one of the strongest reinforcements to a stellar cast shown in any film of recent seasons. Laurence Olivier, Carol Lynley, Keir Dullea and Noel Coward as Wilson present a most unusual international group of leading players, but the roll-call in the "follow-up" parts shows a wide variety of dramatic talent.

Martita Hunt, perhaps best remembered on Broadway for her extraordinary performance in "The Madwoman of Chaillot," is seen as the founder of a children's day school who becomes involved in a Scotland Yard investigation. Anna Massey, who recently scored a London stage hit in "The Right Honorable Gentleman," is the daughter of Raymond Massey and a star in her own right.

Clive Revill, rated one of Britain's most rapidly emerging young talents, was a favorite of Broadway theatrical audiences in "Irma La Douce" and "Oliver." He appears in "Bunny Lake is Missing" as the chief aide of Laurence Olivier, a Scotland Yard official. Michael Wynne, who attracted the attention of film audiences in an earlier Preminger picture, "Exodus," is also a police sergeant in the suspense-drama.

Finley Currie, one of Scotland's most durable contributions to motion pictures, appears in "Bunny Lake is Missing" as the man whose unique background provides a dramatic clue advancing the solution of the story's baffling mystery.

A leading German character actress, Lucie Mannheim, is cast as a cook and, in the scenes shot in London's 200-year-old St. Charles Hospital, where an actual casualty ward was used, Megs Jenkins is seen as the nurse in charge.

The Zombies, one of England's most popular singing groups, appear in a sequence of "Bunny Lake is Missing" filmed just before the group made an immensely successful tour of the United States.

"Bunny Lake is Missing" was produced and directed by Otto Preminger from a screenplay by John and Penelope Mortimer, based on the best selling novel by Evelyn Piper. The music is by Paul Glass and the production was designed by Don Ashton. Denys Coop photographed the thriller.

## CLIVE REVILL

Clive Revill, who captivated N. Y. theatre-goers several years ago with his brilliant Broadway performances as the narrator in "Irma La Douce" and as Fagin in the long-run musical, "Oliver," makes his film debut in Otto Preminger's "Bunny Lake is Missing," the Columbia Pictures release in Panavision at the Theatre with Laurence Olivier, Carol Lynley, Keir Dullea and Noel Coward as Wilson starred.

Revill, born in New Zealand in 1930, went to London when he was 20, to train at the Old Vic School and the Ipswich Repertory Company, appearing several times on the London stage. He then went on to spend two seasons at Stratford Memorial Theatre, playing a diversity of Shakespearean roles.

Revill was chosen to play the narrator in "Irma La Douce" and, after its London debut, came to the U. S. for an eleven-month Broadway run and three months in Las Vegas.

## STUDENT DAYS

His role as a Scotland Yard inspector in Otto Preminger's "Bunny Lake is Missing," which also stars Carol Lynley, Keir Dullea and Noel Coward as Wilson, at the Theatre, brought back to Laurence Olivier vivid memories of his earlier London years.

One of the London locations selected by Preminger for the Columbia Pictures release in Panavision in the green-bordered Georgian streets of Hampstead, was a picturesque public house called the Warrington.

Just around the corner from The Warrington Pub in Castellain Road, Paddington, Olivier had his first modest "digs," or furnished room, when studying at drama school. He had earned a scholarship at the Central School, but to economize further, he limited his lunch expenditures to fourpence (about a nickel) daily, and walked 45 minutes each way to and from classes.

"The Warrington was a place we always hoped to go for a beer," said Olivier "but there were only certain days when we could afford it. When one of the students got an allowance from home, he usually treated the others. I really never expected to see the old pub after I left this part of London, but once again real-life drama out-distanced fiction. Happily, there didn't seem to have been a chair moved or spot of dust changed since I last had a beer there nearly 30 years ago."



Mat 1B; Still No. 55

Lovely Carol Lynley is a tormented young woman involved in a Scotland Yard investigation, in the new Otto Preminger thriller, "Bunny Lake is Missing," which also stars Laurence Olivier, Keir Dullea and Noel Coward as Wilson. Preminger produced and directed the Columbia Pictures release, in Panavision, based on the best-selling novel by Evelyn Piper.

## GRAND MANNER

Otto Preminger has a flair for the unusual both in the selection and execution of his motion picture projects. When the noted producer-director decided to make "Bunny Lake is Missing," the Columbia Pictures release now at the Theatre with Laurence Olivier, Carol Lynley, Keir Dullea and Noel Coward as Wilson starred in Panavision, he also made up his mind to shoot the entire suspense-drama on locations in and around London, and to refrain from building even a single set at any of the British studios.

After combing much of Greater London to determine which exterior and interior locations would conform most closely to the dramatic structure of this new suspense story, Preminger also decided to set up a production beachhead in the very center of the British metropolis. Sweeping aside various attendant problems, Preminger arranged to take over an entire floor in one of London's biggest and most modern hotels, the Carlton Tower. Over subsequent weeks the entire production, executive, casting, art, make-up and publicity units were installed in the hotel, which took on many of the aspects of a movie studio.

The Carlton Tower was no more than a 15-to-20 minute automobile trip from any of the varied London locations chosen for the film and this, too, provided a time-saving element. Many of the leading players in the picture and production workers also lived at the hotel.

Laurence Olivier as a Scotland Yard inspector questions Keir Dullea while a concerned Carol Lynley listens in. It's a scene from the Otto Preminger suspense film, "Bunny Lake is Missing," with Noel Coward also starred as Wilson. "Bunny Lake is Missing," based on the Evelyn Piper novel, is a Columbia Pictures release in Panavision produced and directed by Otto Preminger.

Mat No. 2D; Still No. 97



## KEIR DULLEA

Keir Dullea, who has a starring role in Otto Preminger's "Bunny Lake is Missing," the Columbia Pictures release in Panavision at the Theatre with Laurence Olivier, Carol Lynley and Noel Coward as Wilson also starred, first came to the attention of motion picture audiences five years ago, as a still-susceptible ex-convict in "The Hoodlum Priest." The following year he scored an even greater success as an emotionally disturbed adolescent in "David and Lisa"—a role that brought him the Best Actor award at the San Francisco Film Festival. From this point his forward progress was rapid.

Born in Cleveland, Ohio, Dullea was brought up in New York from childhood. Keir attended the George School, a Quaker co-educational boarding school in Pennsylvania. He enrolled at Rutgers University in New Jersey but left after a year to hitch-hike to San Francisco. At San Francisco State College, where he supported himself by part-time jobs as a carpenter, he began to think about acting as a career. Dullea returned to New York to enter the famed Neighborhood Playhouse, where he studied under Sanford Meisner.

The following summer he obtained his first professional acting job as a resident juvenile lead at the Totem Pole Playhouse in Pennsylvania. Soon afterwards the young actor was appearing on Broadway and in summer stock. On the side, he became an increasingly popular television actor, playing everything from typically gelatinous soap opera to characterizations of Sean O'Casey and of Ernest Hemingway as young men.

After "The Hoodlum Priest" and "David and Lisa," Dullea was given a wide variety of roles, in films like: "Mail Order Bride," a Western comedy; "The Thin Red Line," an adaptation of James Jones' story of personal conflict, filmed in Spain. "The Naked Hours" was an Italian picture and Dullea was the only English-speaking player. In "Madame X," the rising young star was paired with Lana Turner, playing the part of a defense lawyer. In "Bunny Lake is Missing," he is an American journalist in London caught up in a Scotland Yard search.

"Bunny Lake is Missing" was produced and directed by Otto Preminger from a screenplay by John and Penelope Mortimer, based on the suspense novel by Evelyn Piper. The music is by Paul Glass and the production was designed by Don Ashton.

## NOEL COWARD

In Otto Preminger's newest film, "Bunny Lake is Missing," the Columbia Pictures release in Panavision at the Theatre, the inimitable Noel Coward plays Wilson, the seedy, alcoholic and garrulous London landlord involved in a Scotland Yard investigation. Instead of being his usual model of sartorial elegance, Coward wears a moth-eaten polo neck pullover, a pair of bulging flannel bags and scuffed, down-at-heel shoes. "You'd almost think," he said, turning up his aristocratic nose, "that I was one of those young actors of today on my way to a rehearsal."

"It's not that I don't think many of them are very clever," he continued. "But there's a general lack of discipline in the young people of today, both in their home life and professionally, which I find rather distressing."

"I firmly maintain the only way you ever get anything approaching a training is by being soundly ticked off when you don't conform to what is right and proper. It takes away your nerves if you know you have to worry even if the scene is turned upside down. If I have to worry, I just can't act and that's all there is to it. And that's the result of discipline in the early stages of my career which started when I was ten."

During the filming of "Bunny Lake is Missing," Coward was professionally reunited, for the first time since "Private Lives" 35 years ago, with Laurence Olivier, another true professional. Carol Lynley and Keir Dullea also star.

"Bunny Lake is Missing," was produced and directed by Otto Preminger.

## THE ZOMBIES

One of England's top television pop programs, "Ready Steady Goes Live!" starring The Zombies singing a new original number, also is starred in producer-director Otto Preminger's "Bunny Lake is Missing," the Columbia Pictures release now at the Theatre in Panavision. Laurence Olivier, Carol Lynley, Keir Dullea and Noel Coward as Wilson top the stellar cast.

Enjoying the phenomenal popularity of British singing groups, The Zombies are currently rivaling the Beatles in the United States. Two of their best selling discs are "Tell Her No" and "She's Coming Home."

"Bunny Lake is Missing" was produced and directed by Otto Preminger.

Noel Coward as Wilson, eccentric, garrulous London landlord nosily absorbed in the activities of his tenants, talks to Carol Lynley in this scene from the Otto Preminger suspense drama, "Bunny Lake is Missing." A Columbia Pictures release in Panavision, "Bunny Lake is Missing" also stars Laurence Olivier and Keir Dullea. Preminger produced and directed the film.



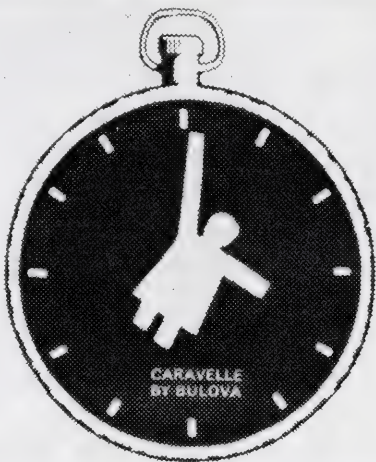
Mat 2A; Still No. 31

## 'BUNNY LAKE'—BULOVA WATCH COMPANY PROMOTION

The Bulova Watch Company, makers of the "Bunny Lake Is Missing" Theatre Front Clock Display described below, is urging its retail dealers throughout the country to activate promotions locally with theatres playing the film. Via a mailing piece, Bulova is suggesting two promotional possibilities to the dealers.

One form of activity is based upon the consummation of a deal between the theatre and the jeweler whereby the retailer will get a number of tickets to "Bunny Lake Is Missing" to give free to purchasers of Caravelle Watches or Clocks. The dealer is urged to support the offer strongly with window and in-store display and local newspaper ads. Publicity to the various media of communication from both the theatre and the Caravelle Jeweler should bolster the promotional effort.

The second promotional format suggested by Bulova features a random drawing of "Bunny Lake Is Missing" ticket stubs at the jewelry store, each winner rewarded with a Caravelle Watch. The frequency of awards, whether they be one a day or one a week or several on one day at the end of the promotion, is a matter to be decided upon when you and the retailer organize the contest. This should be promoted with displays by both the theatre and dealer and by dealer advertising. Publicity, of course, should be utilized—radio and television, as well as newspaper.



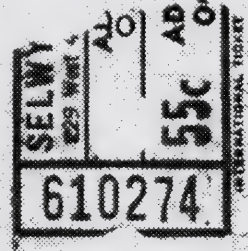
Before you see **BUNNY LAKE IS MISSING**  
AN OTTO PREMINGER FILM



see us.

\_\_\_\_\_

JEWELER'S NAME  
ADDRESS



Bring us your ticket stub from  
**BUNNY LAKE IS MISSING**  
AN OTTO PREMINGER FILM

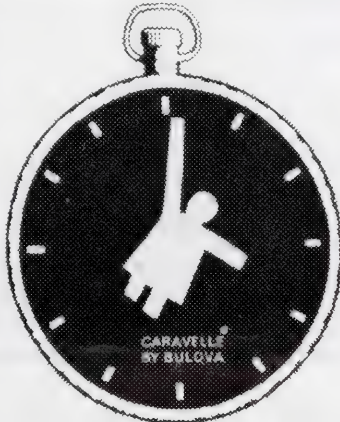


It could win you a Caravelle watch.

\_\_\_\_\_

JEWELER'S NAME  
ADDRESS

Shown here are some of the Bulova Company's suggested advertising and display layouts, sent to the Caravelle dealers along with the "Bunny Lake Is Missing" tie-up information.



Before you see **BUNNY LAKE IS MISSING**  
AN OTTO PREMINGER FILM



see us.

(And before you buy a watch or clock, see our Caravelles, \$10.95 to \$29.95)



Page One (Above): 8 1/2" x 11"

Inside Spread (Below) 11" x 17 1/2"

### SHIPPING

We ship small orders by Parcel Post Special Delivery and bill you for postage charges unless you specify otherwise. Large orders can be shipped by truck (freight charges C.O.D.) if there is sufficient time. Check or Money Order must accompany order unless you have credit with us.



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\$7.50  
per thousand F.O.B. plant

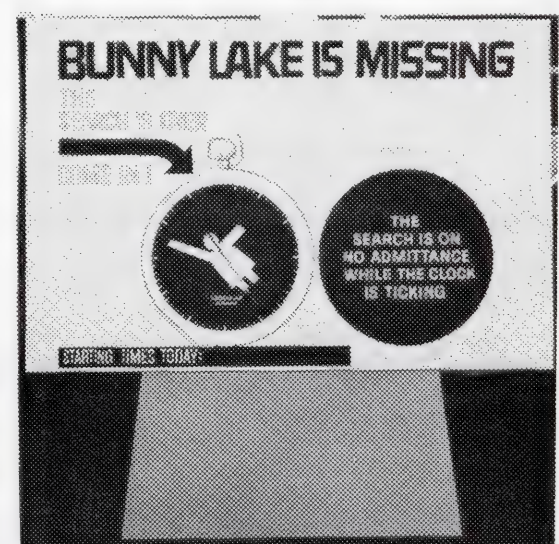
Order Direct From:  
HARRY K. McWILLIAMS ASSOCIATES  
405 Broome St., New York, N. Y. 10013  
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### IMPRINTING

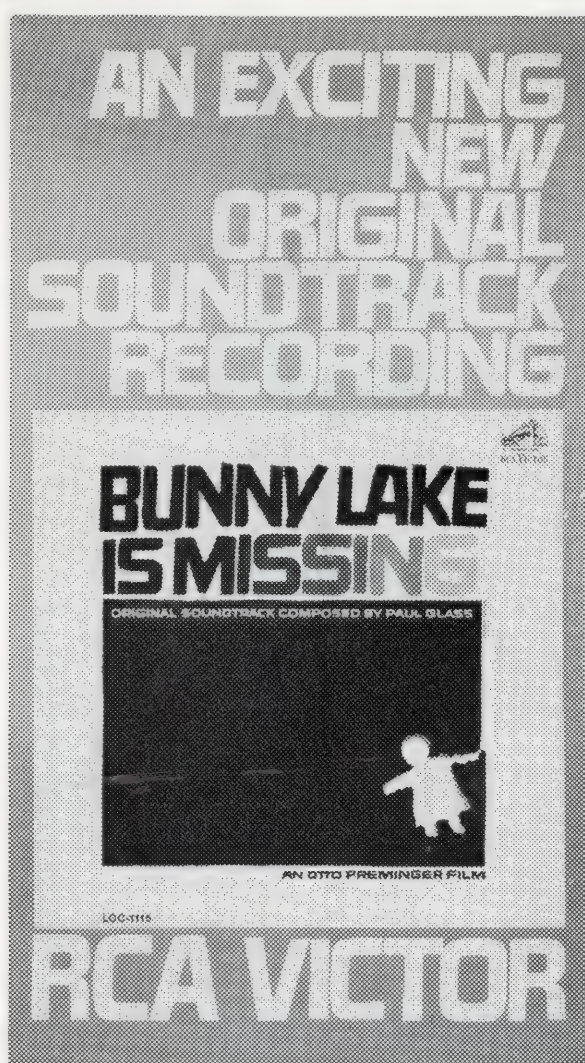
This cost in addition to cost of heralds. 4 lines of type each 4" long. First 1,000, \$5.00; Additional thousand, \$3.50 per thousand; Over 5,000, \$3.00 per thousand.

Extra copy 40c a 4" line  
FOLDING \$2.00 per thousand

### 'FROM BEGINNING'



The key elements being used to sell "Bunny Lake Is Missing"—mystery and suspense—should be built to a high pitch during your advance campaign and entire engagement of the film. In New York, the policy, "No One Will Be Admitted While the Clock Is Ticking," was established and a theatre front clock display designed to deliver the message with dramatic impact was used. This clock is shown above.



Shown above, the 14 1/2" x 24" streamer in full color, plugging the "Bunny Lake is Missing" soundtrack album and distributed by RCA Victor to record dealers throughout the nation.

At right, the magazine ad being taken by RCA Victor on its "Bunny Lake is Missing" soundtrack album. Variations of this ad also are being used in a newspaper co-op ad campaign.



RCA Victor is releasing the "Bunny Lake is Missing" soundtrack album, and is giving it a major promotion campaign, starting with advertisements in such music trade publications as 'Billboard,' 'Cash Box' and 'Variety.' Consumer advertising includes insertions in such national magazines as 'Commentary,' 'Cosmopolitan,' 'Esquire,' 'High Fidelity' and 'Holiday,' and in the many newspaper magazine sections. In addition, RCA Victor is distributing counter and window display material for national distribution to its dealers, as well as newspaper co-op advertising mats—one of 140 lines and one of 280 lines. The "Bunny Lake is Missing" music also is being pushed with disc jockeys, trade and consumer publicity, etc. Work the following:

- Make contact at once with the local RCA distributor and fieldman in your area.
- Promote singles as give-aways for theatres.
- Work out reciprocal advertising and display material.
- Make available stills and other promotion material for RCA distributors.
- Be sure all radio stations have records.
- Arrange contests with local radio stations giving away tickets and records.
- Make sure music stores have sufficient display material, including film art.
- Give album to public library, school or hospital, with publicity credits.

## OTHER FILM MUSIC

Music from Otto Preminger's many hit films has won wide acclaim. Soundtrack albums are available in the music libraries of most of the country's radio stations. Work with a local deejay on a musical salute to the producer-director by having these recordings played on a special program. Of course, your "Bunny Lake is Missing" should be plugged at all times, and the Paul Glass music from the picture also should be played.

Another promotion angle could be a contest based on the music from Preminger films. A disc jockey plays excerpts from the several albums and offers guest tickets to listeners sending identifying the Otto Preminger pictures in which the music was heard (see below).

## RCA SINGLE

"The Bunny Lake Theme" has also been recorded by Hugo Montenegro for an RCA Victor Records 45 rpm single.

## THE ZOMBIES

One of England's more popular recording groups, The Zombies, figures importantly in Otto Preminger's "Bunny Lake is Missing." Parrot, a London Records division, is releasing two songs the sing in the film, on a 45 rpm (Parrot #9797); the songs are: "Remember You" and "Just Out of Reach."

## RADIO STUNT

Work with a cooperative deejay on a "Find Bunny Lake" radio promotion, the broadcaster to announce appearances of his station's "Bunny Lake," in different sections of the city, for several days before the picture opens. An usherette plays the role of 'Bunny,' dressed in the costume described by the disc jockey. She walks through the locales at the times specified over the air and awards guest tickets to the first five people identifying her and naming both picture and station.

## OTTO PREMINGER FILM LOGO CONTEST

A 2-col. mat, No. Expl. 1, bearing reproductions of seven logotypes drawn by artist Saul Bass to advertise and publicize as many Otto Preminger films, may be used in a newspaper contest, with one logo to appear each day for seven days preceding playdate. Contestants identify the logos by matching the number of each drawing with the picture title, on a postcard addressed to the

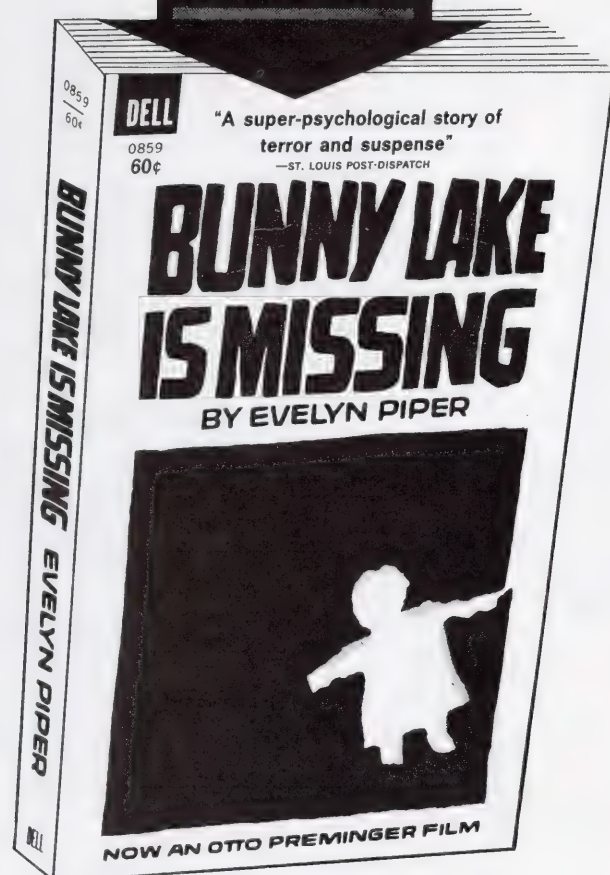
newspaper. Enlarge a proof of the mat for a lobby board for an advance teaser so patrons can test themselves identifying the films. The titles, by number, are:

1. "Anatomy Of A Murder"
2. "In Harm's Way"
3. "Exodus"
4. "Bonjour Tristesse"
5. "Bunny Lake is Missing"
6. "Man With The Golden Arm"
7. "Advise & Consent"

2-Col. Expl. Mat No. 1, shown above, is available at your National Screen exchange. In addition to its use as suggested here, mat may be used in a single one-shot newspaper or theatre contest when printed in its entirety. Don't overlook television potential; your TV film commentator might want to focus on these logos as he talks about "Bunny Lake is Missing" and other great Otto Preminger films.



READ THE BOOK  
SEE THE MOVIE



Dell Publishing's 2-color window and in-store sticker for "Bunny Lake is Missing," which it is distributing to book dealers across the country, is illustrated above. Sticker shows the paperback's front cover with its special art tying-in with the Otto Preminger film. Back cover of the Dell paperback carries star credits.

Evelyn Piper's novel, "Bunny Lake is Missing," on which is based the John and Penelope Mortimer screenplay from which the Otto Preminger film was made, is being issued in paperback by Dell Publishing, with an extensive book-movie merchandising campaign.

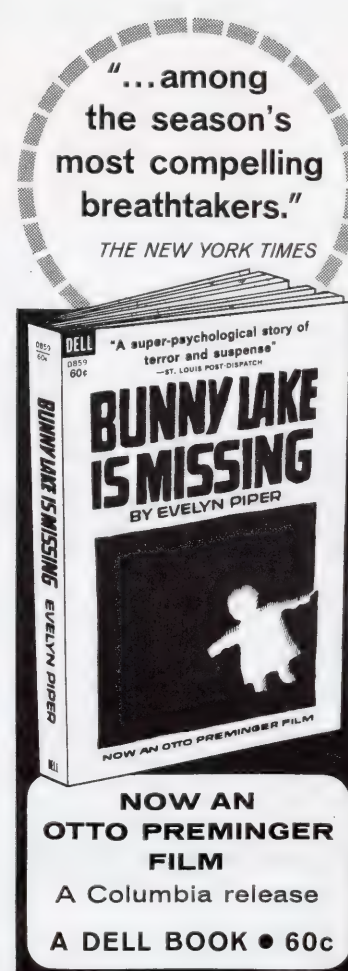
Dell Publishing's massive national ad campaign includes point-of-sale material as well as a series of 1 Col. x 75 lines ads, in major city newspapers. The Evelyn Piper novel also is being given prominent display through Dell's directory ad listing its best-sellers, an ad read by 31 million potential buyers each time it is run, according to a recent issue of Best-Sellers, publishing trade magazine.

- Go after every outlet for the books in promoting your playdate of the picture. Contact paperback book distributors for local advertising, including truck posters, newsstands and bookstores for window streamers and tack cards.
- Blow up pages of the book for a lobby display with ribbons tied to stills illustrating the described action.
- Be sure all newspaper/radio and TV personalities receive copies of "Bunny Lake is Missing," with your imprinted credits.
- Use torn out pages of a paperback edition, rubber stamped with theatre and playdate, as throwaways.

## THE BOOK AD

Shown here, the 1-Col. x 75 line ad used by the Dell Publishing Company to plug both its paperback edition of Evelyn Piper's novel, "Bunny Lake is Missing," and the Columbia Pictures release of Otto Preminger's film, "Bunny Lake is Missing." Ad was carried in:

|                                                                                                                          |                             |
|--------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| Publishers' Weekly                                                                                                       | Chicago Tribune             |
| New York Times                                                                                                           | Cleveland Plain Dealer      |
| New York Herald Tribune                                                                                                  | Columbus Dispatch           |
| N. Y. Times Book Review Section                                                                                          | Detroit News                |
| Book Week (Sunday supplement of the N. Y. Herald Tribune, Washington Post, San Francisco Examiner and Chicago Sun-Times) | Houston Post                |
| Atlanta Journal-Constitution                                                                                             | Kansas City Star            |
| Boston Globe                                                                                                             | Los Angeles Herald-Examiner |
| Miami Herald                                                                                                             | Los Angeles Times           |
| Philadelphia Enquirer                                                                                                    | Minneapolis Tribune         |
| Washington Post                                                                                                          | Pittsburgh Press            |
| Memphis Commercial Appeal                                                                                                | San Diego Union             |
|                                                                                                                          | San Francisco Chronicle     |
|                                                                                                                          | Seattle Times               |
|                                                                                                                          | Dallas News                 |



## 5-DAY 'BUNNY LAKE IS MISSING' CONTEST MAT



### 'BUNNY LAKE IS MISSING' IDENTIFICATION CONTEST

For five days beginning today, composite photos made up of sections of the faces of five beautiful women will be reproduced on these pages. Cut out the first one, shown above, and the four to follow, each of which will also have the separate parts of the ladies' features—their lips and chins, noses, eyes, foreheads and hair-does. Cut them apart on the white lines and save until you have complete portraits. Only one of these five beauties knows "Bunny Lake is Missing"! Can you identify her? She's the feminine star of Otto Preminger's "Bunny Lake is Missing," and only her complete portrait, pasted on a postcard, need be sent to the Contest Editor, care of this newspaper. The first 25 contestants correctly assembling the portrait and identifying the woman who knows "Bunny Lake is Missing" will win guest tickets to that suspenseful Otto Preminger film, a Columbia Pictures release in Panavision, which opens ..... at the ..... Theatre. Starred are Laurence Olivier, Carol Lynley, Keir Dullea and Noel Coward as Wilson.

A special four-column mat—Mat No. Exp. 2—has been prepared for use as a five-day newspaper contest to exploit "Bunny Lake is Missing." It contains five composite photos of five feminine stars. Each separate composite photo must be cut apart and the features assembled correctly to make five complete postcard-sized portraits. Only one of the portraits need be pasted on a postcard and mailed to the newspaper Contest Editor, that one being the woman who knows "Bunny Lake is Missing," that is, the star of the picture, Carol Lynley.

Illustrated here is one of the composite photos, in full size as it is available on Mat No. Expl. 2. The other composites also are in full size; they are illustrated here in reduced size. Order Mat No. Expl. 2 from National Screen Service.

Suggested copy for the first day of the contest is printed at left; this may easily be rewritten to cover the other four days. Work contest a week before opening.



**24-SHEET**



**6-SHEET**



**3-SHEET**



**1-SHEET**

## ACCESSORIES

- 24 SHEET
- 6 SHEET
- 3 SHEET
- 1 SHEET
- SLIDE
- 8 11 x 14's
- 30 x 40, 40 x 60, 24 x 60 and 24 x 82 DISPLAYS
- SINGLE WINDOW CARD
- STILL SETS
- INSERT CARD
- UTILITY MAT
- TRAILER
- 22 x 28

Order From  
**National Screen Service**

## OPEN-END INTERVIEWS

Carol Lynley! Keir Dullea! Noel Coward!  
The Zombies! Otto Preminger!

All with mimeographed script for local commentator to "interview" the stars and personalities from "Bunny Lake is Missing!" Available from your Columbia exchange on a single disc.

## LOBBY RECORD

A special lobby record features The Zombies and urges patrons to see the picture from the beginning. Message is gotten across pleasingly, and the record itself is extremely musical. Use it in a sound truck bally as well as in your theatre lobby. Order "Bunny Lake is Missing" Lobby Record from your Columbia exchange.

## SELLING AIDS

### PHOTO STORY:

Story of film in stills and captions. Sent with your credits direct to co-operating newspaper or TV program. Order from: Publicity Department, Columbia Pictures Corp., 711 5th Avenue, New York, New York 10022.

### TRANSCRIPTIONS:

A variety of spot announcements, all open end for local commentator to add theatre credits. Available on a single disc from your Columbia exchange.

### TV TRAILERS:

A wide variety, all perfect for your TV campaign, with space for local announcer to add theatre and playdate information. Each has a final frame for super-imposed visual credits, if desired. Available from your Columbia exchange.

### NATIONAL FLAG DISPLAYS:

9' x 12' Flag: single face: \$80. double face, \$145. Badge: 50c; 3 Pc. Streamer, \$21.50; Valance: \$2.15 per running foot; minimum order, 10 feet. Order flags from National Screen.

### TELOPS:

Information about telops, style and prices, may be obtained by writing direct to QQ Title Card Co., 247 W. 46th Street, New York, N. Y. 10036.

# BUNNY LAKE IS MISSING



**AN OTTO PREMINGER FILM**

## PRODUCTION CREDITS

PRODUCED & DIRECTED BY .....OTTO PREMINGER  
SCREENPLAY BY .....JOHN & PENELOPE MORTIMER  
BASED ON THE NOVEL BY .....EVELYN PIPER  
MUSIC BY .....PAUL GLASS  
PRODUCTION DESIGNER .....DON ASHTON  
DIRECTOR OF PHOTOGRAPHY .....DENYS COOP, B.S.C.  
FILMED IN .....PANAVISION®  
CAMERA OPERATOR .....GERRY FISHER  
CHIEF ELECTRICIAN .....PETER CAREY  
PROPERTY MASTER .....HARRY NEWMAN  
CAMERA GRIP .....DICK SAVERY  
MAKEUP .....NEVILLE SMALLWOOD  
HAIRDRESSING .....MAUD ONSLOW  
WARDROBE MISTRESS .....EVELYN GIBBS  
WARDROBE MASTER .....RAY BECK  
ASSOCIATE PRODUCER .....MARTIN C. SCHUTE  
ASSISTANT TO THE PRODUCER .....MAX SLATER  
ASST. DIRECTORS .....BRYAN COATES, BERNIE WILLIAMS, IVO NIGHTINGALE  
PROD. MANAGERS .....EVA MONLEY, DOUGLAS PEIRCE  
PRODUCTION SECRETARY .....NOREEN HIPWELL  
CASTING .....JAMES LIGGAT  
PRODUCTION ACCOUNTANT .....DAVID WHITE  
EDITOR .....PETER THORNTON  
SOUND .....CLAUDE HITCHCOCK, RED LAW  
SOUND EDITOR .....JONATHAN BATES  
MUSIC EDITOR .....VALERIE LESSER  
SPECIAL EFFECTS .....CHARLES STAFFELL  
CONTINUITY SUPERVISOR .....PAM CARLTON  
SET DECORATORS .....ELVEN WEBB, SCOTT SLIMON  
TITLES .....SAUL BASS

A COLUMBIA RELEASE



# BUNNY LAKE IS MISSING

o Preminger's "Bunny Lake Is Missing," Columbia Pictures, is the first Otto Preminger production to be made in England since "Joan" in 1957. But "Joan" was made wholly inside a studio, every scene for "Bunny Lake Is Missing" photographed in locations around London.

The new picture not only stands out as one of the most tightly organized international projects of the past years but also pre-empted one of the most unusual and arresting casts of the season: two young American stars, Carol and Keir Dullea, leading parts with French Olivier and Noel. Among the other players with their billing are such British artists as Rita Hunt, Anna, Clive Revill, Currie and Lucie, the German.

The picture rights to the suspense novel, dealing with the mysterious disappearance of a nursery school of a four-year-old child, were secured by Preminger years ago; several writers worked on the adaptation of the book, without satisfying Preminger, and the project was deferred. Then, the English husband-wife team, John and Penelope Mortimer, wrote off a screenplay which evoked Preminger's enthusiasm to the point he set the wheels in motion at once for a production in England.

The setting of the original novel had been New York, but Preminger had been increasingly in favor of a transfer of the story to England, where, the highly unusual aspects of the story would lend extra dramatic impact. So, with custom-tailored planning, Preminger set about making a schedule for the production, and soon afterwards got both Laurence Olivier and Noel Coward's acceptance of offers of roles.

It was decided at the time that no studio would be used for "Bunny Lake Is Missing" until it came to edit and the film at the Ebert Studios in Essex. All scenes for "Bunny Lake Is Missing,"

producer, and Eva Monley, production manager, jointly with Don Ashton, art director. Schute was associate producer for Preminger's "The Cardinal," while Miss Monley was production manager both for that film and for "In Harm's Way" and, previously, location manager for "Exodus." Ashton's earlier achievements included his work on "The Bridge on the River Kwai" and "Billy Budd."

After all potential backgrounds had been thoroughly scouted, with recommendations passed along, Preminger reached final decisions and announced that "Bunny Lake" would officially go before the Panavision cameras in Britain on April 20, 1965. Ten days before, however, a preliminary scene was shot involving the Zombies, one of England's most popular singing groups, just back from a highly successful tour of the United States, where their disc charts had vaulted up to a place in the area of the Beatles with two new records, "Tell Her No" and "She's Coming Home."

Denys Coop, director of photography for "Bunny Lake Is Missing," had twice been nominated for an Oscar—once for "Billy Liar" and again for his 1965 picture, "King and Country." Max Slater, whose association with Preminger dates back to their early mutual experiences in Vienna at the Reinhardt School, came with the producer-director as an executive assistant and dialogue coach, while Bill Barnes, Preminger's story and talent executive in New York, was chief liaison aide in the casting area. Paul Glass, 30-year-old American composer, whose work includes two symphonies, came to London simultaneously with the start of filming, in accordance with Preminger's theory that the most creatively stimulating way to score a film is for the composer to be on the set watching all stages of production instead of coming into the scene after all photography has been completed and a rough cut is then shown him in a screening room.

Since the action of "Bunny Lake Is Missing,"



AN OTTO PREMINGER FILM

the production the schedule called for twelve consecutive nights of shooting, barring a single intervening Sunday. This made rigorous demands on all members of the eighty-two-man technical unit, since "assembly call" was normally for 7 P.M., and sometimes the shooting stretched out till six in the morning. Although a number of the night scenes were made in interior settings, it was felt by Preminger (who has a reputation in the industry as a perfectionist) that insistence on after-dark shots would add an extra shade of realism even to interior scenes, where such nuances would be involved as perspectives of house or office windows, reflection of outdoor street lights, or other atmospheric touches.

British capital. This compactness and efficiency of operation was aided by the establishment of company headquarters at the Carlton Tower, one of London's newest and largest hotels, located in the Knightsbridge area, just off Hyde Park. Here the entire twelfth floor was taken over by the film company and bedroom suites converted for three months into offices for the

A fleet of fourteen cars then maintained constant liaison from the hotel to the various metropolitan locations.

The initial location picked for "Bunny Lake Is Missing" was a nursery school, The House on the Hill, located in a quiet side street in one of the most typically tranquil and old-fashioned sections of metropolitan London—that part of Ham

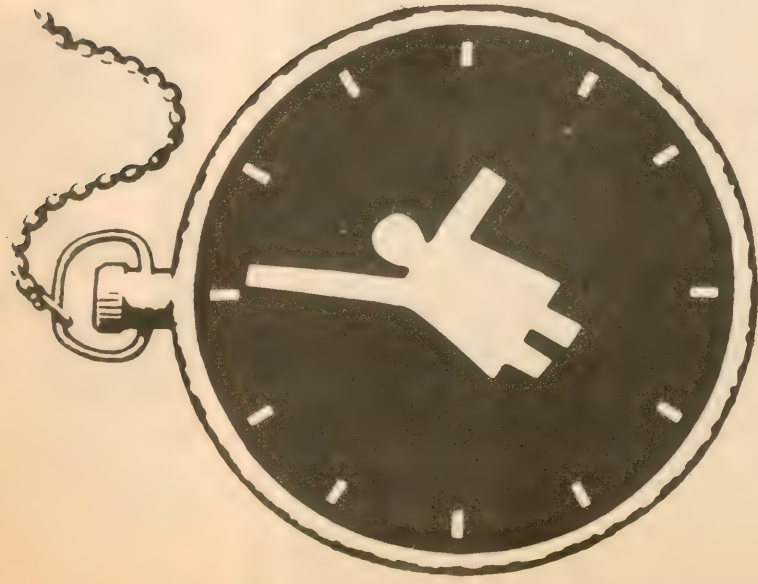
lights, the long cordons of cables, the array of vans—with constant good nature, and maintained classes without a let-up in one part of the building while scenes were being photographed in some other part. Her greatest problem, she said, was to restrain the already screenstruck tots who wanted to get into the

A COLUMBIA RELEASE



# BUNNY LAKE IS MISSING

AN OTTO PREMINGER FILM



NO ONE  
ADMITTED  
WHILE THE  
CLOCK IS  
TICKING!



*Starring*

**LAURENCE OLIVIER • CAROL LYNLEY • KEIR DULLEA • MARTITA HUNT & NOEL COWARD**

*as Wilson*

SCREENPLAY BY JOHN AND PENELOPE MORTIMER • FROM THE NOVEL BY EVELYN PIPER • MUSIC BY PAUL GLASS  
PHOTOGRAPHED IN PANAVISION® • A COLUMBIA RELEASE • PRODUCED AND DIRECTED BY OTTO PREMINGER

**These ads are for exhibitors wishing to stress the straight suspense aspects of the film without regard to the "no one will be admitted" policy!**



THE SEARCH WAS ON ALL OVER  
LONDON...FOR SOMEONE  
SCOTLAND YARD  
DIDN'T BELIEVE  
EVER EXISTED!

"A classic thriller!  
A faultlessly  
terrifying suspense  
drama...to intrigue  
and enthrall you!"  
—*Newsweek*

**BUNNY  
LAKE  
IS  
MISSING**  
AN OTTO PREMINGER FILM

*starring*  
**LAURENCE OLIVIER • CAROL LYNLEY • KEIR DULLEA • MARTITA HUNT & NOEL COWARD**  
*as Wilson*

SCREENPLAY BY JOHN AND PENELOPE MORTIMER • FROM THE NOVEL BY  
EVELYN PIPER • MUSIC BY PAUL GLASS • PHOTOGRAPHED IN PANAVISION®  
A COLUMBIA RELEASE • PRODUCED AND DIRECTED BY OTTO PREMINGER

Be sure to see it  
from the start!

Ad No. 402—636 Lines—4 Cols. x 6¼ Inches

**"A CLASSIC THRILLER!"**

Bunny Lake is missing—missing—missing—and even Scotland Yard can't be sure she ever existed!



## BUNNY LAKE IS MISSING

AN OTTO PREMINGER FILM

Starring

LAURENCE OLIVIER • CAROL LYNLEY • KEIR DULLEA • MARTITA HUNT & NOEL COWARD

SCREENPLAY BY JOHN AND PENELOPE MORTIMER • FROM THE NOVEL BY EVELYN PIPER • MUSIC BY PAUL GLASS

PHOTOGRAPHED IN PANAVISION® • A COLUMBIA RELEASE • PRODUCED AND DIRECTED BY OTTO PREMINGER

Be sure to see it  
from the start!

Ad No. 403—580 Lines—4 Cols. x 10<sup>3</sup>/<sub>8</sub> Inches



Starring  
LAURENCE OLIVIER • CAROL LYNLEY • KEIR DULLEA • MARTITA HUNT & NOEL COWARD  
SCREENPLAY BY JOHN AND PENELOPE MORTIMER • FROM THE NOVEL BY EVELYN PIPER • MUSIC BY PAUL GLASS  
PHOTOGRAPHED IN PANAVISION® • A COLUMBIA RELEASE • PRODUCED AND DIRECTED BY OTTO PREMINGER

Ad No. 209—106 Lines—2 Cols. x 3<sup>3</sup>/<sub>4</sub> Inches



Ad No. 210—50 Lines—2 Cols. x 1<sup>3</sup>/<sub>4</sub> Inches

"A CLASSIC THRILLER! A FAULTLESSLY TERRIFYING SUSPENSE DRAMA...TO INTRIGUE AND ENTHRALL YOU!" —Newsweek

*It's the super-psycho suspense sensation of the year!*



# BUNNY LAKE IS MISSING

AN OTTO PREMINGER FILM

Starring  
**LAURENCE OLIVIER · CAROL LYNLEY · KEIR DULLEA  
MARTITA HUNT · THE ZOMBIES & NOEL COWARD**

*as Wilson*

SCREENPLAY BY JOHN AND PENELOPE MORTIMER · FROM THE NOVEL BY EVELYN PIPER · MUSIC BY PAUL GLASS · PHOTOGRAPHED IN PANAVISION®  
A COLUMBIA RELEASE · PRODUCED AND DIRECTED BY OTTO PREMINGER

Be sure to see it from the start!

Ad No. 306—510 Lines—3 Cols. x 12 1/8 Inches



Ad No. 211—28 Lines—2 Cols. x 1 Inch

"A CLASSIC THRILLER! A FAULTLESSLY TERRIFYING SUSPENSE DRAMA...TO INTRIGUE AND ENTHRALL YOU!" —Newsweek

*It's the suspense-terror psycho-case that had Scotland Yard baffled!*



AN OTTO PREMINGER FILM

Starring  
**LAURENCE OLIVIER · CAROL LYNLEY · KEIR DULLEA  
MARTITA HUNT · THE ZOMBIES & NOEL COWARD**

*as Wilson*

SCREENPLAY BY JOHN AND PENELOPE MORTIMER · FROM THE NOVEL BY EVELYN PIPER · MUSIC BY PAUL GLASS · PHOTOGRAPHED IN PANAVISION®  
A COLUMBIA RELEASE · PRODUCED AND DIRECTED BY OTTO PREMINGER

Ad No. 207—226 Lines—2 Cols. x 8 Inches



All material in this pressbook has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America.

THE SEARCH FOR  
BUNNY LAKE IS ON  
—AND EVEN  
SCOTLAND YARD  
IS BAFFLED!

"A classic thriller!  
A faultlessly  
terrifying suspense  
drama...to intrigue  
and enthrall you!"  
—*Newsweek*



# BUNNY LAKE IS MISSING

AN OTTO PREMINGER FILM

Starring **LAURENCE OLIVIER • CAROL LYNLEY • KEIR DULLEA • MARTITA HUNT & NOEL COWARD**  
as Wilson  
SCREENPLAY BY JOHN AND PENELOPE MORTIMER • FROM THE NOVEL BY EVELYN PIPER • MUSIC BY PAUL GLASS  
PHOTOGRAPHED IN PANAVISION® • A COLUMBIA RELEASE • PRODUCED AND DIRECTED BY OTTO PREMINGER

Be sure to see it  
from the start!

Ad No. 404—460 Lines—  
4 Cols. x 8 1/4 Inches



Six-Sheet 'B'



Three-Sheet 'B'



One-Sheet 'B'

Also Available  
at  
National Screen:

- Insert Card 'B'
- 22 x 28 'B'



Starring **LAURENCE OLIVIER • CAROL LYNLEY • KEIR DULLEA • MARTITA HUNT • THE ZOMBIES & NOEL COWARD** as Wilson  
SCREENPLAY BY JOHN AND PENELOPE MORTIMER • FROM THE NOVEL BY EVELYN PIPER • MUSIC BY PAUL GLASS • PHOTOGRAPHED IN PANAVISION®  
A COLUMBIA RELEASE • PRODUCED AND DIRECTED BY OTTO PREMINGER

Be sure  
to see  
it from  
the start!

Ad No. 208—186 Lines—2 Cols. x 6 5/8 Inches

**"A CLASSIC THRILLER! A FAULTLESSLY  
TERRIFYING SUSPENSE DRAMA...TO  
INTRIGUE AND ENTHRALL YOU!"**—*Newsweek*



**It's the suspense-terror  
psycho-case that had  
Scotland Yard baffled!**



# BUNNY LAKE IS MISSING

AN OTTO PREMINGER FILM

*starring*  
**LAURENCE OLIVIER · CAROL LYNLEY · KEIR DULLEA  
MARTITA HUNT · THE ZOMBIES & NOEL COWARD**

*as Wilson*

SCREENPLAY BY JOHN AND PENELOPE MORTIMER · FROM THE NOVEL BY  
EVELYN PIPER · MUSIC BY PAUL GLASS · PHOTOGRAPHED IN PANAVISION®  
A COLUMBIA RELEASE · PRODUCED AND DIRECTED BY OTTO PREMINGER

Be sure to see it from the start!



Ad No. 105—13 Lines  
1 Col. x 1 Inch

**Catch the Culprit!  
Catch your Breath!**

Even  
Scotland Yard  
can't find  
her!



# BUNNY LAKE IS MISSING

AN OTTO PREMINGER FILM

*Starring*  
**LAURENCE OLIVIER · CAROL LYNLEY  
KEIR DULLEA · MARTITA HUNT  
& NOEL COWARD** *as Wilson*  
SCREENPLAY BY JOHN AND  
PENELOPE MORTIMER · FROM THE NOVEL BY  
EVELYN PIPER · MUSIC BY PAUL GLASS  
PHOTOGRAPHED IN PANAVISION®  
PRODUCED AND DIRECTED BY OTTO PREMINGER  
A COLUMBIA RELEASE

Ad No. 106—70 Lines  
1 Col. x 5 Inches

Ad No. 307—516 Lines—3 Cols. x 12 1/4 Inches

◀ ◀ **Lift Flap for Posters  
And Additional Advertising**

Ad No. 308—357 Lines  
(including imprint space)  
3 Cols. x 8½ Inches



THE SEARCH WAS ON ALL OVER LONDON...FOR SOMEONE SCOTLAND YARD DIDN'T BELIEVE EVER EXISTED!

"A CLASSIC THRILLER!  
A FAULTLESSLY  
TERRIFYING SUSPENSE  
DRAMA...TO INTRIGUE  
AND ENTHRALL YOU!"  
—*Newsweek*

**BUNNY LAKE IS MISSING**  
AN OTTO PREMINGER FILM

Starring  
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as Wilson  
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THE SEARCH IS ON!  
Bunny Lake is missing—missing—missing—and  
even Scotland Yard can't be sure she ever existed!

**BUNNY LAKE IS MISSING**  
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Ad No. 309—330 Lines  
(including imprint space)  
3 Cols. x 7¾ Inches

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<http://wcftr.commarts.wisc.edu>

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